AMENDMENTS TO THE CLAIMS:

The listing of claims will replace all prior versions, and listings of claims in the application:

LISTING OF THE CLAIMS

1. (Previously Presented) A lamp comprising:

a lens cover;

a support structure connected to said lens cover ;

an LED mounted to said support structure; and

a reflector connected to said support structure said reflector including at least one facet, the at least one facet is individually aimed so that light reflected from said reflector forms a desired beam pattern while avoiding striking said support structure.

2. (Original) The lamp of claim 1, wherein said support structure comprises a thermally conductive material.

3. (Original) The lamp of claim 2, wherein said support structure mounts to the periphery of said reflector.

4. (Original) The lamp of claim 1, wherein said support structure defines an opening and includes a bridge spanning the opening, wherein said LED mounts to the bridge substantially facing said reflector.

5. (Original) The lamp of claim 4, wherein said support structure is substantially annular.

6. (Original) The lamp of claim 4, wherein the bridge substantially bisects said support structure.

7. (Original) The lamp of claim 4, wherein said LED is positioned aligned with a focal point of said reflector.

8.-20. (Canceled).

21. (Previously Presented) A lamp comprising:

a housing;

a reflector disposed in the housing;

a bridge disposed in the housing and at least substantially spanning the reflector; and

an LED attached to the bridge and facing the reflector, the reflector being shaped such that light striking the reflector directly behind the bridge is directed to either side of the bridge.

22. (Previously Presented) The lamp of claim 21, further comprising a support structure mounted to at least one of the housing and the reflector, wherein the bridge attaches to the support structure.

23. (Previously Presented) The lamp of claim 22, wherein the support structure comprises an annular member.

24. (Previously Presented) The lamp of claim 23, wherein the bridge at least substantially bisects the support structure.

25.-26. (Canceled)

27. (Previously Presented) The lamp of the claim 21, wherein the reflector is contoured such that light striking the reflector not directly aligned with the bridge is directed toward a center of a light beam pattern.

28. (Previously Presented) The lamp of claim 21, wherein the reflector has an M-shaped contour in a cross-section.

29. (Previously Presented) The lamp of claim 21, further comprising a circuit board, the LED being mounted on the circuit board and the circuit board attaches to the bridge.

30. (Previously Presented) The lamp of claim 21, wherein the circuit board comprises a thermally conductive material.